

6. I-405 Plan: TDM Strategies

The I-405 Plan proposes one of the largest Transportation Demand Management (TDM) programs in the history of the United States. The TDM strategies will be used to reduce capacity demands on the corridor by offering access to travel options, incentives, public education and strategic land use to motivate people to make fewer single-occupant vehicle (SOV) trips. The TDM program will increase efficiency and mobility through transit, bus rapid transit (BRT), carpools or vanpools, telecommuting and non-motorized travel. TDM also motivates drivers to make trips outside of peak periods, or not make trips at all. Initially, the I-405 TDM program will focus on work trips, but will be broadened in scope over time to include freight mobility. About 20 percent of the TDM program will be directed towards promoting responsible land use development that provides transportation options and less travel outside urban centers.

TDM in Washington State



Washington State is considered a national leader in TDM. Traditionally, the state's TDM programs focus on work-related efforts to decrease the impacts of employee travel. An example of a Washington TDM program is The Commute Trip Reduction Program (CTR), established in 1991 with the goals of reducing traffic congestion, air pollution and petroleum consumption in the state's nine most populous counties. The program has resulted in a nine percent drop in commuters driving alone to work.

Washington is also a leader in vanpooling. In the 1970s, the Seattle/King County Commuter Pool Program started the first public vanpool service in the nation. With about 1500 vanpools in operation, the state far surpasses the level of vanpool service in other states. Since 1995, vanpooling has grown by more than 60 percent. The six providers in the region operate 40 percent of the public vanpools in the nation. The success rate of the state's vanpool programs was a determining factor in its inclusion in the I-405 Plan.

I-405 TDM Program

Implementing the TDM strategies for the I-405 Plan primarily involves expanding existing state, regional or local TDM programs, rather than creating new ones. TDM will also be an important resource for decreasing the inconveniences to travellers during project construction.

Core TDM Assumptions

The I-405 TDM Program is based on the following core assumptions:

- Continued existing TDM programs
- Existing public TDM programs will be expanded to meet new demand
- TDM will be supported by local jurisdictions and service providers
- Ongoing oversight provided by a staff-level committee comprised of local agency representatives. This group will report annually to I-405 elected officials and agency heads.
- Strategies are flexible, monitored and adjusted per trends, as needed
- Funding provided for demonstration projects and new TDM strategies

TDM Strategies

The I-405 TDM Program is composed of the following strategies:

- Transit
- Vanpooling
- Public information, education and promotion
- Employer-based programs
- Land use

Transit

Transit is a necessary component of any successful TDM program. The increased service proposed by the I-405 Plan, including the new Bus Rapid Transit, will provide a 70 percent increase in transit along the corridor. Additional express bus service will facilitate additional ridership for a broader array of trips. Both transit and ridesharing (carpools and vanpools) will be supported by additional park-and-rides spaces.



Vanpooling

Vanpooling is defined as 7 to 15 people who regularly ride together to work at least 10 miles one way. Under the I-405 Plan, vanpooling will be maximized in the corridor with the addition of up to 1,700 new vanpools. The program will be supported by an intensive marketing program including start-up subsidies for new vanpools and riders and promotion for owner-operated vanpools. The I-405 Plan will also offer a revolving no-interest loan fund for private and public purchase of vans and “value-added” incentives such as earning airline frequent flyer miles for vanpooling. In addition to the new park-and-ride lots, sufficient infrastructure including small leased park-and-ride lots will be provided.

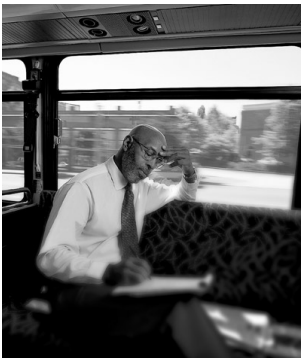
Public Information, Education and Promotion Programs

TDM strategies are most successful when the public is well informed about their transportation alternatives. The I-405 TDM program will establish an ongoing public education and awareness program focusing on issues and transportation alternatives specific to the I-405 Corridor. The existing traveler information system will expand to include interactive ridematch, transit information and personalized trip planning assistance.

Employer Based Programs

Using TDM strategies, employers are able to encourage their employees to reduce the number of times they drive alone to work. All Washington employers located in the nine largest counties in the state, with more than 100 employees arriving between 6:00 and 9:00 a.m., are required to establish a commute trip reduction program under the CTR Program.

The I-405 TDM Program will increase the support of grants, tax credits and staff assistance to employers to help them attain their CTR goals. A “parking cash-out program” will be implemented to buy back the parking subsidy for employees that receive free parking. In addition, a CTR-like program aimed at smaller employers and larger companies not currently under the CTR law, will be developed. It is anticipated the additional CTR programs implemented by the I-405 Plan will increase the number of participants by about three and a half times.



The development and operation of two new transportation management associations (TMA) will be supported by The I-405 TDM program. TMAs are usually independent and formalized private/public partnerships, that include area employers, established to work together on transportation issues and opportunities. In the I-405 area, TMAs currently exist in Bothell, Redmond and downtown Bellevue.

Land Use as TDM

Although land use may be the ultimate TDM strategy for I-405, it may also take the longest time to implement and measure for effectiveness. The I-405 TDM Program will integrate land use into transportation planning through design standards and regulation. Land use as TDM focuses on reducing demand on the transportation system through compact developments, mixed land uses and design features and regulations that support non-motorized travel such as walking, transit and bicycling. This type of development/redevelopment has been recognized as maximizing the efficiency of a transportation system by shifting SOV travel to transit and non-motorized modes. However, the level of transit service, regional travel habits, employment and housing patterns and demographics all affect how and where people travel. The effectiveness of land use strategies significantly increase when implemented as an integrated TDM package.

It is recognized that a successful land use program will require public education and monitoring and adjusting to help ensure effective implementation. The TDM land use program will assist jurisdictions in determining where and what type of land use plan, code

and process changes are needed. Assistance will be provided for the implementation of additional incentives by individual cities. The success of this element will depend on a highly collaborative and coordinated process supported by all local cities and agencies.



The major land use as TDM strategies included in the I-405 Plan are transit oriented development, design standards and developer/business incentives.

Transit Oriented Development

Transit Oriented Development (TOD) focuses on increasing transit ridership through compact, mixed-use and non-motorized-and-transit-friendly development in the vicinity (usually 1/4-mile radius) of a transit station or center. TOD reduces the use of SOVs by increasing the number of times people choose to use non-motorized travelling alternatives.

Design Standards

Land use as TDM advocates for changes to land use plans, codes, regulations, zoning, design standards, development review requirements and permitting processes that support TODs and increased use of alternative modes and/or elimination of trips. Land use plans and codes that support TOD include:

- Increasing employment center and residential densities
- Minimum and maximum density ranges
- Smaller lot sizes, units, and shared walls
- Multi-family development
- Increased floor area ratios
- Mixed-use development
- Design standards that support density, affordable housing and non-motorized and transit facilities
- Narrower streets
- Outward building orientation
- Managed parking

Developer/Business Incentives

The I-405 TDM Program will help jurisdictions determine if and what type of developer/business incentives they may want to use to support land use plans, codes and process. The following are examples of incentives that may be offered:

- Tax exemption, deferral and abatement programs
- Floor area ratio (FAR) bonuses
- Density bonuses
- Transfer of development rights
- Business and occupation (B&O) tax reductions
- Provision of upgraded infrastructure
- Reduction of impact fees
- Accelerated/streamlined permitting and review processes

New Parking Management Programs

Local jurisdictions can provide incentives for workers to leave their cars at home by increasing the supply and location of non-SOV parking. Parking accessibility can be influenced by:

- Reducing or eliminating minimum parking requirements
- Setting maximum parking standards
- Allowing shared parking
- Providing joint use spaces for park-and-ride lots
- Allowing flexible requirements
- Adjusting off-street parking requirements
- Allowing on-street parking
- Encouraging HOV preferential parking
- Placement of parking lots complementary with transit and non-motorized facilities
- Preventing spill-over to adjacent areas with parking permit zones or parking meters

Local Connectivity Retrofitting Projects

The I-405 Plan will improve access/connectivity between developments and neighborhoods by removing barriers that prevent pedestrian, bicycle and vehicular movement. Up to ten connectivity retrofit projects a year are funded within the I-405 Plan.

Other TDM Programs

The I-405 Plan includes several innovative TDM strategies that do not fit into the core categories. One potential program, based on successful applications in other communities, is an area-wide “Smart Card” (FlexPass) program for Eastgate, downtown Bellevue, north Renton industrial area, Bothell business parks, Redmond, downtown Kirkland and Tukwila. These additional incentives could make up lost revenue for local and state tax credit programs or assistance towards developer incentives.

Congestion Pricing

Although examined in the FEIS, the Executive Committee and program co-leads agreed congestion pricing should be considered as part of a regional strategy and not implemented on a corridor level.